C 7715-3-A

JULY
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	5202	9375	55.49	.56	.99
(Alliance)	3648	4936	73.91	.39	.52
(Encore)	1079	3514	30.71	.12	.37
(Eagle)	475	925	51.35	.05	.10
CHRYSLER	31341	32993	94.99	3.35	3.48
(Laser)	2621	3734	70.19	.28	.39
(Le Baron/GTS)	13620	15178	89.74	1.46	1.61
(E/MY/S AY)	15100	14081	107.24	1.61	1.48
DODGE	42802	37398	114.45	4.59	3.93
(Daytona)	3936	3761	104.65	.42	.40
(Colt/Vista/Conq)	4959	4150	119.49	.53	.44
(Omni/Shadow)	13388	8014	167.06	1.44	.84
(Aries)	8620	8276	104.16	.92	.86
(Lancer)	3601	5336	67.49	.39	.56
(600)	5604	4547	123.25	.60	.48
(Diplomat)	2694	3314	81.29	.29	.35
PLYMOUTH	34124	25633	128.13	3.65	2.81
(Colt/Vista/Conq)	4728	3953	119.61	.51	.42
(Horizn/Sundance)	15904	8697	182.87	1.69	.92
(Reliant)	9034	9736	92.79	.97	1.03
(Caravelle)	3137	2598	120.75	.34	.27
(Gran Fury)	1321	1649	80.11	.14	.17
CHRYSLER CORP.	108267	97024	111.59	11.59	10.22
FORD	115631	109675	105.43	12.37	11.56
(Escort)	32712	33485	97.69	3.49	3.53
(Mustang)	16038	14436	111.10	1.72	1.52
(Tempo)	20611	17999	114.51	2.21	1.90
(Taurus)	21404	-	-	2.29	-
(LTD/Crn Vict)	13357	30024	44.49	1.43	3.16
(T'Bird)	11509	13731	83.82	1.23	1.45
LINCOLN	12609	13469	93.61	1.35	1.42
(Mark VII)	1738	1841	94.41	.19	.19
XR4 Marker	1205	843	142.94	.13	.09
MERCURY	42290	43786	96.58	4.53	4.61
(Lynx)	5066	6786	74.65	.54	.71
(Capri)	1141	1306	87.37	.12	.14
(Topaz)	6245	4709	132.62	.67	.50
(Sable)	8134	-	-	.87	-
(Marq/Gr Marq)	10891	19653	55.42	1.17	2.07
(Cougar)	10813	11332	95.42	1.16	1.19
LINC/MERC. DIV.	56104	58098	96.57	6.01	6.12
FORD MOTOR CO.	171735	167773	102.36	18.38	17.68
BUICK	61155	73853	82.81	6.55	7.78
(Skyhawk)	5964	7709	77.36	.64	.81
(Somerset/Skylrk)	11030	6241	176.73	1.18	.66
(Century)	17660	20916	84.43	1.89	2.20
(Regal)	6419	9458	67.87	.69	1.00
(Riviera)	14424	4971	28.65	.15	.52
CADILLAC	21492	27333	78.63	2.30	2.88
(Cimarron)	1811	1748	103.60	.20	.18
(Eldorado)	1611	5845	27.56	.17	.62
(Seville)	1228	2713	45.26	.13	.29
CHEVROLET	147047	141341	104.04	15.73	14.90
(Chevette)	4780	10008	47.76	.51	1.05
(Celebrity)	33654	34903	96.42	3.60	3.70
(Cavalier)	33834	29785	113.59	3.61	3.14
(Camaro)	15796	21952	71.96	1.69	2.31
(Corvette)	2822	3461	81.54	.30	.38
(Monte Carlo)	9021	10365	87.03	.97	1.09
OLDSMOBILE	86246	96088	89.76	9.23	10.12
(Firenza)	2715	3765	72.11	.29	.40
(Calais)	10761	8101	132.80	1.15	.85
(Cutlass Ciera)	25891	30869	83.87	2.78	3.25
(Cutlass)	17218	19280	89.30	1.84	2.03
(Toronado)	1064	3071	34.65	.11	.32
PONTIAC	72668	61790	117.60	7.78	6.51
(1000)	1373	1992	68.93	.15	.21
(Sunbird)	11587	7876	147.12	1.24	.83
(Grand Am)	16252	5209	312.00	1.74	.55
(6000)	16493	14946	110.35	1.77	1.57
(Bonneville)	2998	4337	69.13	.32	.46
(Firebird)	9323	10007	93.16	1.00	1.05
(Fiero)	6114	7481	81.73	.65	.79
GEN. MTRS. CORP.	388608	400405	97.05	41.59	42.19
Misc. Domestic	6	26	23.08	-	-
Other Import	260426	274530	94.86	27.88	28.92
U.S. TOTAL	934243	949133	98.43		

UNITED STATES SUMMARY
JULY 1986 ISSUED 09/86

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
A.M.C.	40632	76739	52.95	.64	1.24	128318
(Alliance)	28137	41142	68.39	.45	.67	73472
(Encore)	7778	28049	27.73	.12	.45	41534
(Eagle)	4717	7548	62.49	.07	.12	13312
CHRYSLER	202892	211851	95.77	3.19	3.41	371292
(Laser)	17464	32848	53.17	.27	.53	50870
(Le Baron/GTS)	96550	88669	108.89	1.52	1.43	154217
(E/NY/5 AV)	88878	90334	98.39	1.40	1.45	166205
DODGE	283397	284595	99.58	4.46	4.58	478037
(Daytona)	23476	30553	76.84	.37	.49	48784
(Colt/Vista/Conq)	38798	23773	163.20	.61	.38	52282
(Omni/Shadow)	79706	83723	95.20	1.25	1.35	127241
(Aries)	59730	65419	91.30	.94	1.05	114289
(Lancer)	27280	25208	108.22	.43	.41	47325
(600)	38191	33833	112.88	.60	.54	54681
(Diplomat)	16216	22086	73.42	.26	.36	33435
PLYMOUTH	236287	225160	104.94	3.72	3.63	373209
(Colt/Vista/Conq)	36208	22922	157.96	.57	.37	48952
(Horizn/Sundance)	87771	89357	98.23	1.38	1.43	135366
(Reliant)	80048	79882	100.21	1.26	1.29	137213
(Caravelle)	23330	21442	108.81	.37	.35	35501
(Gran Fury)	8930	11557	77.27	.14	.19	16177
CHRYSLER CORP.	722576	721606	100.13	11.37	11.62	1222538
FORD	763282	813907	93.78	12.33	13.11	1364829
(Escort)	234540	240359	97.58	3.69	3.88	425347
(Mustang)	103463	95255	108.62	1.63	1.53	157357
(Tempo)	148378	174115	85.22	2.34	2.80	278475
(Taurus)	110444	-	-	1.74	-	1653
(LTD/Crn Vict)	103612	212105	48.85	1.63	3.42	345641
(T'Bird)	82845	92073	89.98	1.30	1.48	156356
LINCOLN	88895	91186	97.49	1.40	1.47	164295
(Mark VII)	11653	11915	97.80	.18	.19	20401
REX Marks	8835	2761	319.99	.14	.04	8063
MERCURY	280512	305358	91.86	4.41	4.92	515895
(Lynx)	39154	45820	85.45	.62	.74	83620
(Capri)	7207	8976	80.29	.11	.14	15632
(Topaz)	37590	47231	80.43	.60	.76	73554
(Sable)	49872	-	-	.79	-	879
(Marq/Gr Marq)	76737	132354	57.98	1.20	2.14	223656
(Cougar)	69552	70977	97.99	1.09	1.14	118554
LINC/MERC. DIV.	378242	399305	94.73	5.95	6.43	688253
FORD MOTOR CO.	1161524	1213212	95.74	18.28	19.54	2053082
BUICK	429709	502714	85.48	6.76	8.10	851031
(Skyhawk)	41676	53033	78.59	.66	.85	85411
(Somerset/Skylrk)	71500	57200	125.00	1.13	.92	93259
(Century)	134514	123251	109.14	2.11	1.99	233268
(Regal)	46975	60279	77.93	.74	.97	114047
(Riviera)	9699	29523	32.85	.15	.48	48891
CADILLAC	163950	169440	96.76	2.58	2.73	301226
(Cimarron)	12807	12143	105.47	.20	.20	22768
(Eldorado)	12003	38958	30.81	.19	.63	60754
(Seville)	8765	18771	46.69	.14	.30	29986
CHEVROLET	1013338	945155	107.21	15.97	15.23	1658768
(Chevette)	41435	69848	59.32	.65	1.13	129307
(Celebrity)	237921	197894	120.23	3.77	3.19	360963
(Cavalier)	236585	251352	94.12	3.72	4.04	419697
(Camaro)	107070	156255	68.52	1.69	2.52	245879
(Corvette)	20570	22751	90.41	.32	.37	38042
(Monte Carlo)	61991	66459	93.28	.98	1.07	111169
OLDSMOBILE	616334	623842	98.80	9.70	10.05	1067881
(Firenza)	22025	33059	66.62	.35	.53	49780
(Calais)	70446	72422	97.27	1.11	1.17	122561
(Cutlass Ciera)	190055	187089	101.59	2.99	3.01	329934
(Cutlass)	127327	124215	102.51	2.00	2.00	218881
(Toronado)	7796	20281	38.44	.12	.33	32879
PONTIAC	495646	439560	112.76	7.80	7.08	785098
(1000)	11290	12827	88.02	.18	.21	22239
(Sunbird)	67024	68362	98.04	1.06	1.10	115183
(Grand Am)	118647	58602	202.46	1.86	.94	116535
(6000)	103820	85423	121.54	1.63	1.38	162828
(Bonneville)	24994	30004	83.30	.39	.48	52739
(Firebird)	57520	61517	93.50	.91	.99	100049
(Fiero)	41123	55613	73.94	.65	.90	90421
GEN. MTRS. CORP.	2718977	2680711	101.43	42.81	43.19	4664006
Misc. Domestic	52	131	39.69	-	-	248
Other Import	1709044	1515701	112.76	26.80	24.41	2820416
U.S. TOTAL	6352805	6208160	102.33			10888609

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	37208	9.18	257257	308043	83.51	9.40	11.43
Plymouth	8821	2.18	66740	64733	103.10	2.44	2.40
Ford	116914	28.84	770212	729755	105.54	28.13	27.08
Chevrolet	106628	26.31	730555	710550	102.82	26.69	26.38
G.M.C.	28784	7.10	197894	196383	100.77	7.23	7.29
International	5479	1.35	36291	40462	89.69	1.33	1.50
Jeep	14900	3.68	102985	94550	108.92	3.76	3.51
Mack/Midliner	1954	.48	12941	18562	69.72	.47	.69
Kenworth	767	.19	5905	6414	92.06	.22	.24
Peterbilt	806	.20	5488	7372	74.44	.20	.27
Daimler-Benz Corp.	1461	.36	11832	13366	88.52	.43	.50
Volvo White	1043	.26	6532	7469	87.45	.24	.28
Western Star	78	.02	611	693	89.03	.02	.03
Other Imports	79988	19.73	528831	492215	107.44	19.32	18.27
Miscellaneous Domestic	503	.12	3298	3392	97.23	.12	.13
U. S. Total	405344		2737378	2693960	101.61		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	171088	86169	-	-	-	-	-	-
(Dodge 1)	145960	56368	-	-	-	-	-	-
Plymouth *	66740	-	-	-	-	-	-	-
Ford	465437	273548	-	-	-	5913	18727	6587
(Ford 2)	352619	87396	-	-	-	-	-	-
Chevrolet	423173	280583	16100	206	181	3638	6383	291
(Chev 3)	330225	102040	-	-	-	-	-	-
G.M.C.	96416	77595	1637	132	2232	3132	12524	4226
(G.M.C 4)	72461	24995	-	-	-	-	-	-
International	-	-	-	-	-	9505	12041	14745
Jeep	93560	9425	-	-	-	-	-	-
(Jeep 5)	76970	8494	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1355	1361	10225
Kenworth	-	-	-	-	-	-	-	5905
Peterbilt	-	-	-	-	-	-	-	5488
Daimler-Benz Corp.	-	-	-	-	-	1159	873	9800
Volvo White	-	-	-	-	-	-	575	5957
Western Star	-	-	-	-	-	-	-	611
Other Imports	518023	6157	3440	445	192	147	402	25
Miscellaneous Domestic	-	1949	-	-	-	-	70	1279
Total	1834437	735426	21177	783	2605	24849	52956	65145
1985 Total	1741690	768461	21597	543	4023	30518	45164	81964
1986 vs '85	105.33	95.70	98.06	144.20	64.75	81.42	117.25	79.48

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Rerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	39928	.63	9884	.16
Chevrolet Spectrum	48515	.76	25508	.41
Dodge Colt	27467	.43	17067	.27
Dodge Colt Vista SW	9681	.15	5266	.08
Dodge Conquest	1650	.03	1440	.02
Plymouth Colt	25307	.40	16315	.26
Plymouth Colt Vista SW	9313	.15	5199	.08
Plymouth Conquest	1588	.02	1408	.02
AR4 Merkur	8835	.14	2761	.04
Total Domestic Sponsored Imports	172284	2.71	84848	1.37
OTHER IMPORTS				
Audi	38488	.61	43970	.71
BMW	52079	.82	49710	.80
Honda	332920	5.24	313088	5.04
Mazda	125790	1.98	100296	1.62
Mercedes Benz	50859	.80	51740	.83
Nissan	311662	4.91	297455	4.79
Subaru	101755	1.60	85253	1.37
Toyota	316506	4.98	306063	4.93
Volkswagen	121649	1.91	105903	1.71
Volvo	66557	1.05	60294	.97
Others	190779	3.00	101929	1.64
Total Other Imports	1709044	26.90	1515701	24.41
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	1881328	29.61	1600549	25.78

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	42218	1.54	40157	1.49
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	48749	1.78	41225	1.53
Mazda	81875	2.99	62278	2.31
Mitsubishi	17221	.63	14626	.54
Nissan	124369	4.54	151102	5.61
Subaru	1710	.06	2253	.08
Toyota	221891	8.11	206810	7.68
Volkswagen	7071	.26	10188	.38
Others	21294	.78	887	.03
Total Other Import Trucks	524180	19.15	489369	18.17
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	566398	20.69	529526	19.66

NEW DOMESTIC LIGHT TRUCKS
(0-4,000 LBS)

CHEVROLET S10	122867	4.49	124931	4.64
DODGE DAKOTA	256	.01	-	-
FORD RANGER	163775	5.98	148147	5.50
GMC S15	28284	1.03	28684	1.06

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, NORTH AMERICA'S LEADING AUTOMOTIVE STATISTICIANS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443918	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. 8-1-86
JULY 1986 ISSUED 09/86
(1) REVISED 10/85

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